

National Network of Libraries of Medicine

Outreach Evaluation Resource Center

Quarterly Report

February 1, 2008 – April 30, 2008

University of Washington

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TABLE OF CONTENTS

Executive summary	2
Classes and consultations	2
Web site	3
Dissemination of effective practices	3
Subcontractor update	4
Other staff activities	4

Executive summary

Once again this quarter the themes for OERC activities were evaluation instruction and NN/LM emergency preparedness.

From the beginning of February through the end of April, OERC staff traveled to eight cities in five NN/LM regions (Mid-Atlantic, Southeastern/Atlantic, Greater Midwest, South Central, and Pacific Southwest) to teach the Community Assessment class six times and the Planning Outcomes-Based Programs class four times. The new Data Collection class was taught twice, and the Data Analysis class debuted and was taught once at the end of the quarter. The Outreach Evaluation series of four classes has been developed and all have received MLA certification and have been taught to audiences of network members and regional staff. In spite of the busy teaching schedule, The OERC staff continued to provide assistance on NN/LM projects as well as MLA's health literacy project, with a total of 12 consultations in the quarter.

In a true example of national collaboration, the baseline assessment of NN/LM health sciences library members' preparedness was conducted this quarter. The questionnaire and methodology were developed, tested, and implemented. By the end of the quarter the assessment had been administered to a sample of network member library directors from all eight regions. This could not have been accomplished without the dedicated participation of staff from all eight regions.

Classes and consultations

TABLE 1. Classes and consultations

Date	Responsible staff (last name)	Class/consultation topic	Location (city, state) of class or last name of consult recipient
2/1/2008	Barnes; Olney	Consult: Buddy RML Planning (Emer Plan)	Core Group, NNO, Seattle, WA
2/8/2008	Olney	Training: Data Collection	Rebecca Davis, Northern CA/NV Medical Library Group, Las Vegas, NV
2/11/2008	Barnes; Olney	Consult: Buddy RML Planning (Emer Plan)	Core Group, NNO, Seattle, WA
2/12/2008	Barnes	Consult: TC4C Effective Practices	Claire Hamasu, MCR, Salt Lake City, UT
2/13/2008	Olney	Training: Clever Evaluation	Sue Hunter, MAR, WebMtg
2/19/2008	Barnes; Olney	Consult: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
2/26/2008	Barnes; Olney	Consult: Evaluation Liaisons Teleconference	Evaluation Liaisons, NNO, Bethesda, MD
3/7/2008	Barnes; Olney	Consult: Baseline Assess (Emer Plan)	Javier Crespo, NER, Shrewsbury, MA
3/11/2008	Barnes; Olney	Consult: Baseline Assess (Emer Plan)	Core Group, NNO, Seattle, WA

3/13/2008	Barnes; Olney	Training: Community Assessment	Jacqueline Leskovec, GMR, Chicago, IL
3/13/2008	Barnes; Olney	Training: Planning Outcomes-Based Programs	Jacqueline Leskovec, GMR, Chicago, IL
3/17/2008	Olney	Consult: Baseline Assess (Emer Plan)	Sue Hunter, MAR, New York, NY
3/25/2008	Barnes; Olney	Training: Community Assessment	Shari Clifton, SCR, Oklahoma City, OK
3/25/2008	Barnes; Olney	Training: Planning Outcomes-Based Programs	Shari Clifton, SCR, Oklahoma City, OK
4/3/2008	Barnes	Consult: MLA Health Literacy Project	Sabrina Kurtz-Rossi, MLA, Boston, MA
4/4/2008	Barnes	Consult: MLA Health Literacy Project	Sabrina Kurtz-Rossi, MLA, Boston, MA
4/9/2008	Barnes; Olney	Training: Community Assessment	Russet Hambrick, NCAHEC, Charlotte, NC
4/9/2008	Barnes; Olney	Training: Outcomes-based Plan	Russet Hambrick, NCAHEC, Charlotte, NC
4/11/2008	Olney	Training: Community Assessment	Chris Tosh, Capitol Library Council, Albany, NY
4/14/2008	Barnes, Olney	Consult: MAR Strategic Plan	Sue Hunter, MAR, New York, NY
4/15/2008	Barnes; Olney	Training: Data Collection	Sue Hunter, MAR, New York, NY
4/15/2008	Barnes; Olney	Training: Data Analysis	Sue Hunter, MAR, New York, NY
4/22/2008	Barnes, Olney	Consult: Evaluation Liaisons Teleconference	Evaluation Liaisons, NNO, Bethesda, MD
4/24/2008	Olney	Training: Planning Outcomes-Based Programs	Chris Tosh, Capitol Library Council, Albany, NY
4/28/2008	Barnes; Olney	Training: Community Assessment	Alan Carr, PSR&MLGSCA , Irvine, CA
4/29/2008	Barnes; Olney	Training: Community Assessment	Alan Carr, PSR&MLGSCA , Tucson, AZ

Web site

An OERC Blog item was posted about new SurveyMonkey features.

Dissemination of effective practices

The OERC distributed 161 sets of “Planning and Evaluating Health Information Outreach” booklets plus 3 copies of “Measuring the Difference.”

Susan Barnes continued as coordinator of Outreach Connections Native Health Information Publicity/Evaluation Subcommittee and provided feedback about the wiki to the Steering Committee.

Subcontractor update

Not applicable. The OERC has no subcontracts at present.

Other staff activities—this section is organized according to OERC’s goals for the 2006-2011 contract

I. Develop awareness, skill, and capacity in use of evaluation methods.

Training:

- In February, Cindy Olney taught the new Data Collection class in Las Vegas for the joint meeting of the Medical Library Group of Southern California and Arizona and the Northern California and Nevada Medical Library Group. Although both OERC staff members had planned to co-teach this class, Susan Barnes was unable to participate at the last minute due to health problems at the end of January
- Cindy Olney and Susan Barnes conducted planning and scheduling for spring classes, and then taught the Community Assessment and Planning Outcomes-Based Programs classes in Chicago and Oklahoma City in March, and in Charlotte, NC; Albany, NY; Irvine, CA; and Tucson, AZ in April. In Tucson, Alan Carr of the NN/LM Pacific Southwest Region co-taught the Community Assessment class with Susan Barnes.
- Also in April, OERC staff taught the Data Collection and the new Data Analysis class in New York City. Development of the Data Analysis class was completed during January and February and the class was approved for MLA CE credit
- Susan Barnes submitted a successful proposal for a presentation to the upcoming Seattle national meeting of SALIS (Substance Abuse Librarians & Information Specialists) about data sources for community assessment and, with Maryanne Blake, completed preparations for teaching the Measuring Your Impact: Using Evaluation for Library Advocacy class at the Medical Library Association annual meeting in Chicago in May
- Susan Barnes submitted an application to attend the upcoming MLA Institute on Web-Based Instruction and create a web-based version of the Data Collection class; she began participation in the Institute in late April

II. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments

Publications:

- Susan Barnes’ article, “Outcomes: Who Cares?” was published in ***National Network: Newsletter of the Hospital Libraries Section of the Medical Library Association***, 32(3):6-7, January 2008
- Cindy Olney and Susan Barnes reviewed the ***Planning and Evaluating Health Information Outreach*** booklet series and made minor revisions and corrections. The files were submitted for reprinting in April.

III. Strengthen and build an evaluation culture throughout NN/LM.

Evaluation Liaisons:

The NN/LM baseline preparedness assessment was the focus of the Evaluation Liaisons teleconferences in February and April.

Evaluation:

During their training trip to New York City, Cindy Olney and Susan Barnes provided consulting to the NN/LM Mid-Atlantic Region's Needs Assessment Task Force regarding the regional strategic plan

Cindy Olney and Susan Barnes provided consultation to Sabrina Kurtz-Rossi, manager of the MLA Health Information Literacy Project. Susan Barnes participated in the MLA Health Information Literacy Project working meeting in Indianapolis in April.

Cindy Olney sent out Measuring Your Impact follow-up questionnaires to participants for one session during this quarter.

VI. Provide consultation and direction in implementing evaluation systems, structures, and resources to help the NN/LM's efficacy and efficiency.

Consultations are listed in Table 1, above.

V. Enhance and refine use of community-based approaches to evaluation.

Cross-regional collaboration

The baseline assessment of NN/LM health sciences library members' preparedness was conducted this quarter and it was a true example of national collaboration. The initial questionnaire that the OERC staff had developed was adjusted and approved by the regions' Associate Directors and by the NNO and Dan Wilson. Six of the eight regions recruited pilot testers who completed the questionnaire and provided feedback that led to further adjustments. WebSTOC staff constructed and ran a complex MyPhP query to extract contact data for network member health sciences library directors from the NN/LM Members Directory. OERC and regional staff worked together to correct and fine-tune the data. The assessment methodology was tested in March with the initial administration of the questionnaire via SurveyMonkey in the NN/LM New England Region. Meanwhile, the procedures and timeline for administering the questionnaire to the rest of the regions were developed in collaboration with the Associate Directors, the Evaluation Liaisons, NNO, and Dan Wilson. In April, staff of the remaining seven regions announced the assessment to their network members and Cindy Olney used SurveyMonkey to send the baseline assessment to the rest of the national sample of health sciences library directors. The SurveyMonkey system sent reminders to non-respondents, and regional staff conducted additional followup to maximize the return rate. This could not have been accomplished without the regions' dedicated participation.